



ROLE OF TECHNOLOGY FOR PROMOTING HOSPITALITY INDUSTRY IN INDIA

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ABSTRACT

The tourism and hospitality industries have widely adopted technology to reduce costs, enhance operational efficiency, and most importantly to improve service quality and tourist experience. Experiences its empirical explorations Technology has great impacts on the tourism as well as other sectors affiliated with tourism. There are many sectors in tourism industry such as transport, communication, and tours among other sectors. Over's years, the use of technology in tourism has been enhanced uniquely to provide very exclusive services in all sectors across the globe. In the past when technology was rarely used in the tourism sector, most services were of very poor quality and equality unreliable because some lacking in the development. However, it is time technology has gone a long way in improving the quality of service delivery in the tourism sector. In the tourism sector hospitality industry plays a key role in global tourism. The Hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism industry growing in India has significant potential considering the rich in cultural and historical heritage, variety in ecology, terrains, and places of natural beauty spread across the country. According to research technology in the hospitality industry has had exceedingly get great benefits to the tourism sector especially in line with the provision of services that are up to date to date with the current trends in the tourism sector.

Keywords: Technology impact, Tourism, Hospitality, Technology and Indian tourism.



REVIEW OF THE LITERATURE:

The E- service term has several meanings and its consideration depending on the field of expertise and the viewpoint. In terms of electronic services, there is no unique definition and scholars have been viewed it from various perspectives, thus they define e-services in a variety of ways. There are various factors which are considered the travel and tourism will adapt E-commerce strategy. As per Kim (2004) there are main two factors for conducting successful E-commerce system and user-friendly web interface. Zeithaml and Bitner simply defined e-service as web services delivered through the internet. Mentioned this e-services is an activity or series of activities that take place during the interaction between the provider and customer through an electronic channel. Ruyter et al highlighted the importance of e-service in the self-service environment via the internet based on the fact that ever more customers increasingly look company access and customer support via the internet. As per Werthner H. and Ricci F., e-commerce in travel and tourism industries are continuously increasing despite of tough economic problems. (Werthner H., Ricci F., 2004). As per them, this industry is adopting the B2B (business to business) application and B2C (business to consumer). This industry has changed the ways to do business for traditional ways to modern way, i.e. e-commerce via web and further online transaction software where other industries are adopting the traditional way. Technology has been changing the behavior of consumers are well as they are becoming less loyal, take less time for choosing and consuming the tourism products.

INTRODUCTION

Indian tourism industry and hospitality industry has emerged with one of the key drivers of growth among the services sectors in India. Tourism industry growing in India has significant potential considering the rich in cultural and historical heritage, variety in ecology, terrains, and places of natural beauty spread across the country. Indian tourism offers a different culture, traditions, festivals and places of interest. Indian has a rich culture and traditional diversity. Throughout the world, tourism industry brings money to many cities and countries and billions of dollars into each economic year. The growth in the hospitality industry is due to the rise in arrivals of more and more foreign tourists that increases the hospitality industry. Both



the tourism industry and hospitality industry growth due to the rise in the arrivals of more and more foreign tourists that increases in a number of domestic tourists. The tourism industry and hospitality industry of India is economically important and grows rapidly. The World Tourism & Travel industry council calculated that tourism sector to India's GDP to increase from Rs 15.24 trillion expected. Earlier their support 52.3million jobs by 2028 its total employment. The hospitality sector predicted to grow at an average annual rate of 7.9% from 2013 to 2023. This gives India the third rank among countries with the fastest growing tourism and hospitality industries over next decade. The Technology has the great advantage that it allows tourism industries to replace expensive human labor with, technological labor, thus not only reducing labor costs but also avoiding issues of customer service, up to now technology may produce a whole new set of unintended consequences. There is no doubt technology plays an important role in both tourism and hospitality & travel industries. Most of tourist's are used to book their hotel reservations and tickets reservations through online, dealing with telephone and other cost-saving devices and some websites. Now we have entered into the E-marketing, a system that may be called an advanced form of "spam" although many hotels do provide free internet services, many of the hotels have added additional charges for local calls.

Technology is used to provide less personalized service and at the same time to generate more additional hotels. Technology, tourism, and its use has made a whole life easier. There is no doubt about that the cell phone has become a major part of our lives.

Objectives of the paper:

- To identify the role of technology in promoting tourism in hospitality industry.
- To analyze various software which facilitates the hospitality industry towards computerization of services offered.
- To study the potential usage of various technologies used in hotel industry.

Research Methodology:

This paper is purely based on secondary data which includes journals, books, articles, newspapers, websites etc.



Rising contribution to India's GDP :

- To contribution by Tourism sector to India's GDP is expected to increase from Rs 15.25 trillion (US \$ 234.03 billion) in 2017 to Rs 32.05 trillion (US \$ 492.21 billion) expected in 2028.
- India was ranked 7th among 184 countries in terms of Travel and Tourism industry.
- Total Tourism employment sector is expected to rise 52.3 Million jobs by 2028.
- Indian government has set a target of 20 million of foreign tourist arrivals (FTAs) by 2020 and the double the foreign exchange earnings as well as.

Role of the technology promoting tourism in hospitality industry:

Hospitality industry is growing very rapidly in the last decades, the hospitality industry has got much importance in the vigorous process of expansion. Consequently, the tourism and hospitality industry is expanding globally and promoting its growth in a changing multicultural environment. Hospitality industry is being built at regional, national and global levels. Internationally oriented hospitality industry connected with different companies and also locally, regionally and nationally. A great number of indicators show the sign of economic growth predicted by the International Monetary Fund and this growth will be distributed unevenly in developing countries in advanced nations. Hospitality industry constitutes many subsectors; hotels and restaurant is one of the most sources of economic growth.

The technology has become a support to more complex and critical functions in the tourism and hospitality industry and its contributed to its significant innovation. Some of the new trends in the industry are leading to great improvements and saving for hospitality industry; while some are changing how hotel developers plan their buildings, infrastructure, management and staffing requirement.

TECHNOLOGY IN THE HOTEL INDUSTRY-EXPLORING THE VERY LATEST TRENDS:



WI-FI infrastructure Nowadays, hotel guests who travel with devices such as phones, tablets, and laptops no longer see WI-FI as a perk, but as a must-have when they check in at a hotel. Hotel guests are expected able to connect to the internet seamlessly and without too many interruptions, leading hotels to invest in better, faster WI-FI infrastructure so that people can do business and use their technology devices with easy to book their stay in hotels.

Hotel industries are also starting to move away from user-pay models. In the past decades, hotels could charge exorbitant rates and guests knew they would have to pay if they wanted to go online. Installing and maintaining a hotel-wide wireless network may be coupled with costs, but many leading hotel groups have started to install high-density WI-FI and started to offer in-building mobile phone coverage as guests have come to expect these services during their stay, if they can't quickly and painlessly send work emails, attend Skype meetings from their room, or stream movies on their laptops (not only for themselves/but also for their guests if they are hosting a conference or function at the hotel). It might not be yet financially feasible for hotels to completely abandon the user pay model, but many of them are re-thinking their current infrastructure and pricing models.

Smart room keys Hotels will increasingly install smart room access systems that allow guests to unlock their doors by simply swiping their room doors across a keyless pad on the door. Starwood (owner of the Sheraton, Weston and "W" hotels) has already upgraded 30,000 room locks across 150 hotels with this system and Hilton will be implementing a similar system at 10 of their US properties this year. In 2016, they will be developing the smart room key technology globally. The technology will mean that guests don't have to picking up keys and front desk staff won't have to issue new keys in the event that a guest loses their room keys.

Cloud Services Being able to provide entertainment on tap and mobiles content has led to the trend of hotels investing in cloud services. While hotels want to able to offer digital content, they don't necessarily want to invest in IT infrastructure and IT staff, making cloud computing the ideal solution.



Not only is the initial capital investment lower than IT infrastructure and servers, but it gives hotels the flexibility to expand and adjust their IT needs along with business growth, invest in upgrades without causing a complete IT system and it removes the administrative burden of managing an IT system in-house. Cloud computing is becoming the norm and we will continue to see all hotel groups replacing their legacy IT infrastructure with cloud solutions.

Energy conservation Many hotels operators are committed to environment sustainability programs and reducing energy. Starwood's environmental goals were launched in 2009 and they pledge to cut energy use by 30% and water use by 20% by 2020 globally.

The Robotics trends in hotels Recently reported on the Americans lodging investments summit (ALIS) where predictions were made for the growth in hotel robots to deliver guest amenities and clean rooms. In Japan, robots in hotels are not just a novelty by a reality "Henn na Hotels" opened in 2015 and it is the world's first hotel staffed by robots.

SIX MEGA TRENDS IN HOTEL INDUSTRY

Mobile ubiquity Drop the expectation that we have offline and online customers, the travel industry analyst Henryeveldt at HTNG's 2016 North American conference in march. Harteveltdt, a former Forrester analyst, recently founded atmosphere Research group. Mobile has produced a permanent sense of immediacy.

Indeed—from mobile booking, to check-in options, to room access—mobile dominates the list of top new technology rollouts in 2016. Hotel-branded mobile customer apps are poised for ubiquity, with 84% of operators planning to use the technology within the next 18 months. In the same time frame, about one quarter of the hotels plan to develop mobiles keys.

In addition to simplicity to the guests, mobile room access can make financial sense. For Village Hotels, The UK brand with the 28 properties attached to large gyms, mobile check-in and mobile key were added for financial reasons. The brand's hetras cloud-based property management system interfaces with a mobile key system from Kaba.



Integrating mobile data Hotels have long amassed data but underused it Data is the most valuable asset for many brand hotels and tapping into it will be a priority to deliver the personalization that travelers want. Mobile technology is exponentially increasing those data inputs.

Nearly 80% of data today already has the location based element, according to the Location Based Marketing Association (LMBA; www.theibma.com). Location has become the new cookie, says LMBA founder and present Asif R. Khan. According to Hotels research, 30% of hotels plan to roll out location-based technology used in 2016. According to the resorts mobile check-in provider StayNTouch, 20% to 40% of guests select mobile check-in and the resort saw a 141% ROI from late checkout offers in the 30 days. Balancing the early check-ins against actual arrival's time and also helps the hotels better manage room availability, the solution provider says.

Enabling guest room tech Once a technology playground of on-demand content and flat-screen TVs, the guest room has become a challenging area for hotel technology. More than half of hotels (56%) say that guestroom will be to boost bandwidth -36% of hotels have allocated resources for this in 2016—in order to support the content and devices that guest are carrying with them, Hoteliers are also investing delivery platforms to elevate the in-room experiences and catch up to what guest have at room. That means bigger, better TVs that interface easily with guest mobile devices for great viewing experiences, says Mike Blake, CEO, and HTNG. Regarding one in four hotels will upgrade flat screens and enhance their HD content.

Future- proofing networks Guests sporting with their own mobile devices, delivering standout guest rooms and, mobile experiences in now about delivering robust, secure and accessible infrastructure. Hoteliers are increasing their coverage and updating their networks to accommodate these demands and adding bandwidth will be a top priority for 45% of hotels in the year 2016, and it is first place even as the largest budget line item along with property management systems.



Fiber or passive optical LAN is rapidly becoming the standard new builds and retrofits, either all the way to the room or as part of fiber/copper hybrid networks. A single and fiber optic cable can replace separate wiring for WIFI and cellular backhaul, building controls and triple-play networks, freeing up space and increasing performance while enabling parallel redundancy.

Beefing up security Hackers becoming increasingly sophisticated and a recent rise in crypto-ransom ware attacks, people's point of view security are totally changed, and this area is highly funded, security is garnering investment especially, payment becomes increasingly mobile and new non-bank payment vehicles emerge. The top objective is technology investments for the hotels studies it will receive about 12% of overall IT budgets this year, and 25% budget increases over the year prior. Guest privacy in general is a growing challenge with addition of mobile and social channel.

Energy conservation Capital IT rollouts planned for 2016, 20% of operators plan to focus on energy management for most hotels, energy is among the top three largest costs, so effectiveness efforts are attractive proposition in order to yield financial savings. In addition to giving guests instant control over water flow and temperature and including an eco mode that automatically engages energy efficient settings, provides operators energy conservation.

By feature 2020 megatrends in hospitality industry were

- IOT (Internet of Things Technology)
- Wireless charging
- Virtual reality

Present Upgrade Technologies used in hotel industries

- PMS (Property Management Systems)
- CRS (Central Reservation Systems)
- GDS (Global Distribution Systems)
- POS (Point of Sales)



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- Sales & Catering
 - Yield Management
 - Guest History
 - Telecommunications System
 - CAS (Calls Accounting Systems)
 - In-Room Systems
 - Locking Systems
 - HR (Payroll, Time & Attendance, Labor Scheduling)
 - Accounting Systems

CONCLUSION

In this paper, we outline many critical enhancements that need to be implemented in the hospitality industry restructure their services platform to fit to modern technologies. We identified personalization of experiences and recent trends using in hotel industry and digitalization of services. Many hotel industries have taken radical steps to remodel their services and also several new future services that might be offered by the hospitality industry as some of the bleeding edge of systems, such as bobby area sensors augmented reality, enter maturity, smart lock systems etc. We indentify some fundamental challenges that need to overcome to institute a lasting future proof solution for the hospitality industry. It consist of geo-distributed systems that are capable of proving localized information and services, high volume data aggregation, security and privacy, and low latency event responses through energy efficient computing and bandwidth efficient communication resources, local and regional and global analytics for providing valuable insights into improving quality of services as well as building better business models.



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